



General Assembly

February Session, 2006

Proposed Bill No. 271

LCO No. 1687

Referred to Committee on Environment

Introduced by:

SEN. WILLIAMS, 29th Dist.

AN ACT CONCERNING THE MARKETING OF CONNECTICUT-GROWN FARM PRODUCTS.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

- 1 (1) That section 22-38a of the general statutes be amended to require
- 2 the Commissioner of Agriculture to, within available appropriations,
- 3 provide a grant-in-aid to any person, firm, partnership or corporation
- 4 engaged in the promotion and marketing of such farm products,
- 5 provided the words "CONNECTICUT-GROWN" or "CT-Grown" are
- 6 clearly incorporated in such promotional and marketing activities, to
- 7 contract with a public relations or advertising firm to design, plan and
- 8 implement a multiyear, state-wide marketing and advertising
- 9 campaign, including, but not limited to, television and radio
- 10 advertisements, promoting the availability of, and advantages of
- 11 purchasing, Connecticut-grown farm products, establish and
- 12 continuously update a web site connected with such advertising
- 13 campaign that includes, but is not limited to, a comprehensive listing
- 14 of Connecticut farmers' markets, pick-your-own farms, roadside and
- 15 on-farm markets, farm wineries, garden centers and nurseries selling
- 16 predominantly Connecticut-grown horticultural products, and agri-

17 tourism events and attractions, and conduct efforts to promote
18 interaction and business relationships between farmers and
19 restaurants, grocery stores, institutional cafeterias and other potential
20 institutional purchasers of Connecticut-grown farm products,
21 including, but not limited to, linking farmers and potential purchasers
22 through a separate feature of the web site established pursuant to this
23 section, and organizing state-wide or regional events promoting
24 Connecticut-grown farm products, where farmers and potential
25 institutional customers are invited to participate, to require the
26 commissioner to use his or her best efforts to solicit cooperation and
27 participation from the farm, corporate, retail, wholesale and grocery
28 communities in such advertising, Internet-related and event planning
29 efforts, including, but not limited to, soliciting private sector matching
30 funds, to require the commissioner to use all of the funds provided to
31 the Department of Agriculture pursuant to section 4-66aa of the
32 general statutes for the purposes listed above and to require the
33 commissioner to report annually to the joint standing committee of the
34 General Assembly having cognizance of matters relating to the
35 environment on issues with respect to efforts undertaken pursuant to
36 the requirements of this section, including, but not limited to, the
37 amount of private matching funds received and expended by the
38 department. (2) That section 22-38c of the general statutes be amended
39 to require the Commissioner of Agriculture to make payments from a
40 newly established expand and grow Connecticut agriculture account
41 to fund the programs established in section 22-38a of the general
42 statutes. (3) That the sum of three hundred thousand dollars be
43 appropriated to the Department of Environmental Protection, from the
44 General Fund, for the fiscal year ending June 30, 2007, to the expand
45 and grow Connecticut agriculture account pursuant to section 22-38c
46 of the general statutes.

Statement of Purpose:

To expand and grow Connecticut agriculture.